

October 6, 2005

MEMORANDUM FOR THE RECORD

TO: NOAA Executive Panel Members
NOAA Weekly Report Authors

FROM: Tim McClung
Executive Director to the NOAA Chief of Staff

SUBJECT: Guidance for Writing Submissions for the NOAA Weekly Report

General Information:

The NOAA Weekly report is a **formal submission** of upcoming NOAA events and hot issues transmitted to the Department of Commerce (DOC). DOC collates submissions from all DOC bureaus to compile a final DOC report to be sent to the White House. In the process, the Department chooses the most important items from the bureau submissions. In order for NOAA submissions to make it into the final White House report, they must conform to the guidance outlined below.

NOAA Weekly Report Composition Schedule:

The NOAA Weekly Report is **dated two Mondays** (or the next business day in the case of holidays) ahead of the composition date. Submissions received by Thursday of any week will be for a report compiled the next day and dated two Mondays in the future (e.g. (see below) submissions due on October 13 are compiled for a report dated October 24).






October 2005						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Submissions must be emailed no later than 5:00 PM ET each Thursday to unsec.pco@noaa.gov. Late submissions **will not be included** in the NOAA submission to the Department.

Submission Content:

The Secretary's staff will use the NOAA Weekly Report to evaluate possible *upcoming* activities in which the Secretary or the President may have interest or wish to be involved. The quality/importance of the NOAA Weekly submissions directly translates into increased visibility of NOAA activities/programs and accomplishments at the highest governmental levels.

The following detailed guidance for the NOAA Weekly Report submissions must be followed:

-  **FORMAT/FONT** – Submissions must be provided in one Microsoft Word file using 12pt Times New Roman font only. Submissions should include only the formatting specified below.
-  **TITLE** – Submissions should be led by a short, informative title (ending with a colon). The title and the colon must be in **bold** print. Each title must begin with “National Oceanic and Atmospheric Administration (NOAA)” followed by a concise action statement to complete the title. **Exception:** In cases where the Under Secretary is mentioned in the title, the title should begin “Under Secretary Lautenbacher...” and “National Oceanic and Atmospheric Administration (NOAA)” should appear in the first sentence of the paragraph.
-  **BODY** – The first sentence (after the title) of each submission should begin with the date(s) of the event(s) (*e.g.* “On September 9...” or “From September 9-13...”). In addition, the first sentence should both explain NOAA’s role in the event and end with the location (city/state) of the event. The length of the submission should not exceed 4 sentences, which should include details on the ***significance*** of the submission.
-  **SUITABILITY** – Submissions should include major policy initiatives, new regulations, announcements, performance milestones, *important* meetings and conferences, and any other items that might be of interest to, or require the attention of, the White House or Secretary.
-  **TIMELINESS** – Submissions are to cover items/events that fall within a 15 business day window beginning on the date of the NOAA Weekly Report (*e.g.* for a Weekly Report dated Monday, March 1 any submissions should cover the period March 1 – March 19). Submissions highlighting items/events that have already occurred, or will occur before the three-week NOAA Weekly Report window, should be sent as an Executive Management Team (EMT) item (see separate EMT guidance). Submissions highlighting items/events occurring after the three-week NOAA Weekly Report window should be held for a future NOAA Weekly Report submission.

- 🌐 **CLARITY** – Submissions must be clear and concise, composed for the right audience (*i.e.* the White House, the Secretary, and their staffs), free of technical jargon, and coordinated across multiple lines, when appropriate. Don't assume the White House and Secretary are familiar with the issue. In many cases, the content should be “boiled down” to a few facts/bullets written in sentences that clearly highlight the importance and/or benefits/ramifications of the issue/event.

Supplemental Submission Guidance:

- 🌐 **DATES** – Use numerals only when listing dates (*i.e.* May 25, not May 25th). Also, use hyphens for ranges of dates (*e.g.* “June 22 – July 5” not “June 22 to July 5”).
- 🌐 **ACRONYMS** – All names must be spelled out the first time used, followed by the acronym in parentheses. Include only the acronym for all subsequent uses in the same submission item. The acronym is not required if the name is only used once in a submission.
- 🌐 **SHIP NAMES** – Ship names should appear in all caps.
- 🌐 **SIGNIFICANCE** – Authors must adequately address the importance of submissions because the White House or Secretary (or their staffs) may not be familiar with the topics. Ensure submissions explain how NOAA activities benefit the economy, protect species, environment, lives, property, etc.
- 🌐 **PRINCIPALS** - Only NOAA leadership (Under Secretary, Assistant Secretary, Deputy Under Secretary, Deputy Assistant Secretaries, Assistant Administrators and Goal Team Leads) should be mentioned by name in a submission (see Naming Convention below). Names of individuals below the AA/DAA/Goal Team Lead level should not be included; however, it is appropriate to say “The NOAA Office of Global Programs hosted...” or “NOAA scientists published...” It is appropriate to name an individual staff member when s/he is the recipient of a prestigious award, or in other rare/noteworthy cases.
- 🌐 **NAMING CONVENTION** – To properly reference principals, the following titles should be used:

Vice Admiral Conrad C. Lautenbacher, Jr., U.S. Navy (Ret.), Under Secretary of Commerce for Oceans and Atmosphere

Dr. James R. Mahoney, Assistant Secretary of Commerce for Oceans and Atmosphere

Brigadier General John J. Kelly, U.S. Air Force (Ret.), Deputy Under Secretary for Oceans and Atmosphere

Timothy R. Keeney, Deputy Assistant Secretary for Oceans and Atmosphere

Dr. William Brennan, Deputy Assistant Secretary for International Affairs

Dr. William T. Hogarth, Assistant Administrator for Fisheries

Charles W. Challstrom, Acting Assistant Administrator for Ocean Services and Coastal Zone Management

Brigadier General D.L. Johnson, U.S. Air Force (Ret.), Assistant Administrator for Weather Services

Dr. Richard W. Spinrad, Assistant Administrator for Oceanic and Atmospheric Research

Mary M. Glackin, Assistant Administrator for Program Planning and Integration

Gregory W. Withee, Assistant Administrator for Satellite and Information Services

Rear Admiral Samuel P. De Bow, Jr., NOAA, Director, Office of Marine and Aviation Operations, and Director, NOAA Commissioned Corps

Rear Admiral Richard R. Behn, NOAA, Director, Marine and Aviation Operations Centers

NOAA Goal Team Leads

Jack Dunnigan, NOAA's Ecosystem Goal Team Lead

Chet Koblinsky, NOAA's Climate Goal/Program Team Lead

Frank Kelly, NOAA's Weather and Water Goal Team Lead

Captain Steven Barnum, NOAA, NOAA's Commerce and Transportation Goal Team Lead




In submissions for the NOAA Weekly, the various **NOAA Line Offices** shall be referred to (as in the approved Department Organizational Orders (DOO)):

National Marine Fisheries Service
National Ocean Service
National Environmental Satellite, Data and Information Service
Office of Oceanic and Atmospheric Research
National Weather Service
Office of Marine and Aviation Operations
Program Planning and Integration

Contact(s) for Clarifications and/or Significance Inputs: Each NOAA Weekly submission item **must** end with contact information of person(s) who can provide additional

clarification/supplemental (significance) information on each submission to PCO staff if the need arises during the editing process (on Friday mornings). The contact information should include name/phone number(s) (land/cell) for individuals who will be available for coordination at the phone number(s) listed on Friday morning. Email addresses may also be provided; however, *the preferred and most effective method for coordination will be via phone*. Contacts may vary from submission to submission and from week to week; however, it is imperative PCO staff be able to reach (by phone) individuals with expertise to properly clarify submitted items.

Unnecessary Submission Content:

-  **DUPLICATIONS** – Do not submit an item on a single event in consecutive weeks, even if the activity/event is ongoing.
-  **MEETINGS** – Do not report on attendance of conferences/meetings, unless the event(s) is of unusual national or international significance. Reports on insignificant meetings will not be included. Submissions regarding meetings should be written in an action-oriented manner (e.g. “NOAA Proposes Amendment to....”).
-  **QUANTITATIVE/SCIENTIFIC REFERENCES** – Unless the information is essential and can be succinctly provided in layperson terms, do not include overly detailed quantitative information or scientific references.

Additional Weekly Report Content/Sections:

Press Activity Format: Information for this section of the Weekly Report should include all anticipated press conferences, interviews, and feature articles, as well as significant news releases. Information on media outlet(s), reporter name(s), when the piece will air/publish, etc. should be provided. Press Activity submissions should follow the same format requirements listed above.

Grant Information Format: Information for this section should include the entity (in bold) receiving the award(s), State (abbreviated in bold), the amount of the award (in bold), followed by the title of the grant. Submissions from the Grants Office should follow this format. Titles of each grant should be in title case.

Examples:

California Marine Sanctuary Foundation, CA, \$48,561, Integrating Multicultural Environmental Education Into Extended Learning Programs.

Ohio Department of Natural Resources, OH, \$395,791, Old Woman Creek Land Acquisition Project.

FOIA Information Format: Freedom of Information Act (FOIA) submissions should include date of receipt, name of person requesting the information, affiliation (if any), and the information requested.

Examples:

Received on 06/14/2004, from Janis Searles, Oceana, request for specific records in NMFS concerning aquaculture.

Received on 06/15/2004, from Bernard Blum, private citizen, request for documents on New York State waterfront revitalization evaluation.

Sending Submissions to PCO: Submissions should be emailed in one attached Microsoft Word file (12pt Times New Roman font) to unsec.pco@noaa.gov no later than 5:00 PM ET each Thursday. The subject line of the email should use the following format:

Subject: {Line Office} {Weekly} {Date}
(e.g. NOS Weekly Sep 26)

Please use the following naming convention for your attachment (similar to subject line):

Word file naming convention: {Line Office} {Weekly} {Date}
(e.g. NOS_Weekly_Sep 26.doc)

The date in the subject line is the date of the NOAA Weekly Report - not the date of submission. Do not email any other items with your NOAA Weekly Report submission. If you do not have any submissions to report, send an email to unsec.pco@noaa.gov no later than 5:00 PM ET on Thursday indicating “no report” in the subject line (e.g. NOS Weekly Sep 26 – No Report).

Late submissions will not be included.

NOAA Weekly Submission Examples:

National Oceanic and Atmospheric Administration (NOAA) Meets with International Whaling Commission: From June 20 -24, NOAA officials will participate in the 57th Annual Meeting of the International Whaling Commission (IWC) in Ulsan, Korea. The United States delegation is composed of NOAA officials, representatives from Congressional offices, the Departments of State, Defense and the Interior, and Tribes and is headed by Rolland Schmitten, IWC Commissioner. Dr. William Hogarth, Assistant Administrator for Fisheries, will serve as the Alternate Commissioner. Major issues for this year’s meeting include scientific whaling by Japan and Iceland; a proposal from Japan to reauthorize commercial whaling; a proposal from Brazil, Argentina and South Africa to create a South Atlantic Whale Sanctuary; and adoption of a revised management scheme for the regulation of any possible future commercial whaling. (Contact Gloria Thompson, 301-713-2239 x150)

National Oceanic and Atmospheric Administration (NOAA) to Commission New Fisheries Survey Vessel: On May 28, in Kodiak, Alaska, Vice Admiral Conrad C. Lautenbacher, Jr., U.S. Navy (Ret.), Under Secretary of Commerce for Oceans and Atmosphere will preside at the commissioning ceremony of the NOAA Ship *OSCAR DYSON*. This is NOAA’s first newly

constructed fisheries survey vessel in more than 25 years. *OSCAR DYSON* is named for the late Alaskan fishing industry leader whose numerous private and public contributions improved the industry for many Alaskans who make their living at sea. Its primary mission will be to monitor the Bering Sea and Gulf of Alaska fisheries, particularly Alaskan pollock, the nation's largest single fishery and the fourth largest in value. (Contact Jennifer Hammond, 301-713-3418 x138)

National Oceanic and Atmospheric Administration (NOAA) Undersea Habitat Becomes Experimental "Sick Bay": From October 3-20, three astronauts and a doctor will venture offshore to test current concepts in space exploration medicine in NOAA's Aquarius Underwater Laboratory located off the coast of Key Largo, Florida. Undersea extravehicular activities, similar to space walks, will test concepts for lunar mobility and operations including the construction of an underwater structure with the help of a remotely operated vehicle. This effort is in support of the National Aeronautics and Space Administration (NASA) Extreme Environment Mission Operations (NEEMO) project. The NEEMO missions are a cooperative project between NOAA, NASA and the University of Florida. (Contact Kristin Koch 301-713-2465 x144)

National Oceanic and Atmospheric Administration (NOAA) to Work with Federal Highway Administration on Surface Transportation Safety: On July 20, Vice Admiral Conrad C. Lautenbacher, Jr., (U.S. Navy, Ret.), Under Secretary of Commerce for Oceans and Atmosphere, and Mary E. Peters, Administrator of the Department of Transportation's Federal Highway Administration (FHWA) will formally sign a memorandum of understanding for the two agencies to work together to address surface weather transportation issues. Each year, seven thousand deaths, 1.4 million automobile accidents, and \$42 billion in economic losses are attributed to adverse weather on the Nation's roads and highways. Most states have surface observation networks to support transportation safety, however the observations are not generally available to the National Weather Service or the weather enterprise as a whole. The initial focus of the NOAA's Surface Weather Program is to integrate these weather observations for the benefit of the surface transportation enterprise. NOAA established a Surface Weather Program as part of its Commerce and Transportation Mission Goal. Brig. Gen. D.L. Johnson, (U.S. Air Force, Ret.), Assistant Administrator for Weather Services, will also attend the signing ceremony, which will be held at FHWA headquarters in Washington, DC. (Contact Mike Campbell, 301-713-0154 x110)

National Oceanic and Atmospheric Administration (NOAA) To Promote Global Earth Observations at the International Symposium on Remote Sensing of Environment: On June 20, Conrad C. Lautenbacher, Jr., Vice Admiral, U.S. Navy (Ret.), Under Secretary of Commerce for Oceans and Atmosphere, will deliver the keynote address at the 31st International Symposium on Remote Sensing of Environment in St. Petersburg, Russia. VADM Lautenbacher will discuss how the Global Earth Observation System of Systems (GEOSS) serves society. GEOSS is the overall theme of the symposium, and plenary panels will focus on each of the nine GEOSS societal benefit areas. (Contact Chuck Wooldridge, 301-713-3386)